

Biographical Information
Khaled Zamoum, Associate Professor

Scopus ID (Scopus Author Identifier):

55443841100

ORCID ID:

[https://orcid.org/
0000-0002-3560-132X](https://orcid.org/0000-0002-3560-132X)



Research Gate

<https://www.researchgate.net/profile/Khaled-Zamoum>

Basic Data

Citizenship: Canadian & Algerian

Date of Birth: 20 of July, 1967

Specialization: Mass Communication & Public Relations

Languages: Arabic, French & English

Computer skills and uses: Windows, Word, Excel, Media Publisher, Microsoft Publisher, Internet research techniques, Power Point and Blackboard.

Address: University of Sharjah, P.O. Box: 27272, Sharjah, UAE

Cell: + 971 50 6973105 & **Office:** + 971 6 5052686

E-Mail: kzamoum@sharjah.ac.ae & kzamoum@yahoo.com

Education

1. **PhD.** University of Sorbonne Paris II. Honorable, France, 1998.
Major: Information Sciences (Media & PR).
2. **M.A.**, University of Sorbonne Paris II, France, 1995.
Major: Information Sciences (Media & PR).
3. **M.A.**, University of Denis Diderot Paris 7, France, 1995.
Major : Sociology (Connaissance des Tiers Mondes).
4. **B.A.**, Information and Communication Sciences Institute, University of Algiers, 1990. **Major:** Information (Media) & Communication.

Teaching Experience

- *September 2008 to date:* Associate Professor, Department of Public Relations, College of Communication, University of Sharjah, UAE.

- **September 2002 – August 2008:** Associate Professor, Faculty of information, Mass Communication and Humanities, Department of Mass Communication and Public Relations, Ajman University, UAE.
- **1993 – 1996:** Lecturer, the European Center of Communication and Intercultural Information, Paris, France.

- **Courses Taught**

Social Marketing Campaigns, Introduction to PR & Mass Communication, PR Programs, advertising, Organizational Communication, Crises Management, Media Sociology, Mass Media in UAE & Gulf, Communication Research Methods, Technology of Mass Communication, Communication Theories, Public Opinion, Training & Graduation Project in PR & Mass Communication.

Professional Experience

- **April 2006 – Present:** Researcher & Consultant in Communication, Arab States Broadcasting Union. Tunis.
At: [http://www.asbu.net/cgi-bin/wwwi32.exe/\[in=C%3a/sources/appli/asbexp](http://www.asbu.net/cgi-bin/wwwi32.exe/[in=C%3a/sources/appli/asbexp)
- **1996 – 1997 :** Researcher in Public Opinion, Institut d'Etude de Marchés et d'opinion (BVA Communication & Marketing), Paris, France.

Publications: Book Chapter

1. Zamoum, K. & T. Serra Gorpe. (2020). *Corporate Social Responsibility in the United Arab Emirates: Principles and Communication Strategy*. In **Sustainable Development and Social Responsibility**. Edited by Ahmed Al-Masri & Yousef Al-Assaf. Springer Nature Switzerland AG 2020. Vol. 2, pp 33-40. ISBN 978-3030329011. At: https://link.springer.com/chapter/10.1007/978-3-030-32902-0_5
DOI https://doi.org/10.1007/978-3-030-32902-0_5
2. Zamoum, K. & T. Serra Gorpe. (2018). *Crisis management: A historical and conceptual approach for a better understanding of today's crises*. In **Crisis Management Theory & Practice**. Edited by Kattarina Holla, Michal Titko and Jozef Ristvej. London: IntechOpen Limited, pp 203-217. ISBN 978-1-78923-234-9. At: <https://www.intechopen.com/books/crisis-management-theory-and-practice/crisis-management-a-historical-and-conceptual-approach-for-a-better-understanding-of-today-s-crises>
DOI: [10.5772/intechopen.76198](https://doi.org/10.5772/intechopen.76198)
3. Zamoum, K. & T. Serra Gorpe. (2018). *Corporate Social Responsibility in the Emirati Vision Strategy for Year 2021*. In Sabine Einwiller et al. (Eds). Publisher Izdajatelj: Faculty of Social Sciences, University of Vienna, Austria

& Conference Proceedings: CSR Communication, pp 100-112. ISBN 978-961-838-9. At: <http://www.csr-com.org>

4. Zamoum, K. (2016). Communication crisis management from the perspective of the situation crisis communication theory: The British Petroleum as a Case Study. In **Media & Crisis Communication**. Jordan: Al-Falah Books, pp 189-224. (in Arabic).
<http://alfalahlibrary.com/Viewer/Default.aspx?Lang=2&Page=82&ProductID=1267>
5. Zamoum, K. (2014). Embedded cultural dimensions in entertainment and reality TV programs on Arab satellite channels. In Kiran, P. (Ed.), **Transforming international communication: Media, culture and society in the Middle East**. Delhi: Published by: B. R. Publishing Corporation, pp 107-127. ISBN 9789350501436.
6. Zamoum, K. (2008). Reality TV in the United Arab Emirates. In Al Ayari, M. & Nahoud, Al Kaderi A. (Ed.), **Reality TV**. Published Arab States Broadcasting Union: Tunis. (in Arabic).
At: http://www.asbu.net/asbutext/pdf/etude/etude_2008_11.pdf

Refereed Journal Publications

1. Zamoum, K. and Gorpe, T.S. (2020), "The emergence and development of teaching public relations in the United Arab Emirates: an in-depth look", *Corporate Communications: An International Journal*, Vol. 25 No. 4, pp. 687-701. ISSN: 1356-3289. <https://doi.org/10.1108/CCIJ-11-2019-0137>, (Scopus).
2. Zamoum, K. (2020). The Use of Social Marketing Campaigns in Raising Awareness of Thalassemia in the UAE. *Communication Today*, ISSN: 1338130X Vol. 11 (1), 186-198. ISSN: 1338130X. At: https://communicationtoday.sk/wp-content/uploads/11_ZAMOUM_CT-1-2020.pdf, (Scopus).
3. Khaled Zamoum. (2020). « Tourya GUAAYBESS (2019), *Les médias dans les pays arabes : des théories de développement contrariées aux politiques de coopération émergentes* », *Communication* [En ligne], Department of Communication, University of Laval (Canada), vol. 37(2). Note de Lecture. (in French). URL : <http://journals.openedition.org/communication/12356> ; DOI : <https://doi.org/10.4000/communication.12356>
4. Khaled Zamoum. (2020). The Role of Western Legislations and Laws in Protecting Children from Advertisement. Al-Bahit Al-A'alami, College of Information, University of Bagdad, Vol 12, 07-12. ISSN: 2617-9318 (Online) / ISSN: 1995-8005 (Print). (in Arabic).
DOI: <https://doi.org/10.33282/abaa.v12i48.578>
At: <http://abaa.uobaghdad.edu.iq/index.php/abaa/article>

5. Zamoum, K. (2014). Transparence et stratégie de communication publique : Etude de cas la Ligue des États Arabes. *Global Media Journal*, (Scopus). Canadian Edition, Department of Communication, University of Ottawa, Vol. 7/ 1, 21-34, theme: Risk and Crisis Communication. ISSN: 1918- 591X. (in French). (Scopus).
http://www.gmj.uottawa.ca/1401/v7i1_zamoum.pdf
6. Zamoum, K. (2013). Teaching crisis management in Arab universities: A critical assessment, *Public Relations Review*. Vol. 39/ Issue 1/ 2013, 47-54. At: <http://www.deepdyve.com/lp/elsevier/teaching-crisis-management-in-arab-universities-a-critical-assessment-EnHzy4TL2o>, (Scopus).
7. Zamoum, K. (2013). Communication et organisation virtuelle: Etude empirique. In *Transformation des organisations évolution des problématiques et mutations fonctionnelles*, Collection EUTIC numéro 7, University of Libre de Bruxelles – Belgium, Publication du Centre de Sociologie des Organisations, 45-57. (in French).
8. Zamoum, K. (2012). Facebook arabia: Espace public alternatif, *Communication*, Department of Communication, University of Laval (Canada), Vol. 30/1, 3-13. (in French). At: <http://communication.revues.org/index3012.html>
9. Zamoum, K. (2012). Stratégie de communication d'Al Jazeera sur les réseaux sociaux, *Le Réseaux Européen et interdisciplinaire sur les Enjeux et Usages des Technologies de l'Information et de la Communication*, Editions du Centre de Recherche sur les Médiations & Actes du colloque de l'Université de Metz, Coordonnateurs Pierre Morelli, Didier Baltazart, University of Lorraine, France, DEStech Publications, 229-238. (in French).
At: <http://en.calameo.com/read/000302261fb79056c10d7>
10. Zamoum, K. (2012). Crisis management in the curricula of colleges and departments of mass media and communication: Comparative study, College of Graduate Studies & Research, University of Sharjah, Publications No. 116, 333-384. (in Arabic).
11. Zamoum, K. (2012). Environmental media, *Revue of University of Emir Abdelkader*, Vol. 28, 235-269. (in Arabic).
At: <http://www.univ-emir.dz/madjalauniv.htm>
12. Zamoum, K. (2011). Minorité ethnique issue de l'immigration et communication communautaire : Les spécificités du modèle intégrationniste Français, *Global Media Journal*, (Scopus). Canadian

- Edition, Department of Communication, University of Ottawa, Vol. 4/ 1, 93-108. (in French). (Scopus).
At: http://www.gmj.uottawa.ca/1101/v4i1_zammoum_f.html
13. Zamoum, K. (2010). Identité, médias et mondialisation: Approches et notions. *Revue Tunisienne de Communication*, Institut de Presse et des Sciences de l'Information, Vol. 53/54, 133- 144.
<http://www.pist.tn/record/141418>. (in French).
At: <http://www.ipsi.rnu.tn/useruploads/rtc%2053-54/index.html>
14. Zamoum, K. (2010). Information society in the United Arab Emirates: Issues of knowledge and applicative problematic, *Journal of Social Affairs*. Sociological Association, Vol. 27/ 108, 75-110. (in Arabic).
At: social@emirates.net.ae
15. Zamoum, K. (2010). Mediology and social marketing campaigns in the Arab World: A methodological approach, *Arabian Journal of Media and Communication*, No.6, 277-310. (in Arabic). At:
<http://www.samc.org.sa/ar/magazine.aspx>
16. Zamoum, K. (2010). Culture and Communication in cyber society in the Arab World. University of Philadelphia, Jordan, Publications No. 13, 45-57. (in Arabic).
17. Zamoum, K. (2009). Social change & social marketing campaigns: A practical and critical study, *Journal of Middle East Media*, a refereed annual journal published by the Arab-U.S. Association for Communication Educators, Vol. 5/1. (in Arabic). At:
http://www2.gsu.edu/~wwaus/JMEM_home.html
18. Zamoum, K. (2009). The radio in the multimedia's era, *Arab Radios*, Quarterly Specialized Review, Arab States Broadcasting Union, Issue 2, 27. (in Arabic). At: http://www.asbu.net/asbutext/pdf/2009_02_027.pdf
19. Zamoum, K. (2008). Assessment of Dubai's eGovernment website, *Journal of Middle East Media*, a refereed journal published by the Arab-U.S. Association for Communication Educators, Vol. 4/1, 41- 69. (in Arabic).
20. Zamoum, K. (2008). Regards croisés sur les fictions arabes, *Arab Radios*, Quarterly Specialized Review, Arab States Broadcasting Union, 79 – 84. (in French). At: http://www.asbu.net/asbutext/pdf/2008_01_079.pdf

21. Zamoum, K. & Ashref, A. (2007). The Effectiveness of government public relations using web pages. *AUST Research Journal*, Vol. 12/1, 281 – 339. (in Arabic).
22. Zamoum, K. & Ashref, A. (2007). Uses of methods of social marketing in the promotion of environmental information issues, a case study of the French channel Ushuaia, *Athawabit*, A Quarterly Journal of Culture, Development and Politics, Vol. 47, 76 – 108. (in Arabic).
23. Zamoum, K. (2006). International public opinion and Palestinian cause: Analytical study of news values embedded in the news broadcast of the French TV channel TFJ. *AUST Research Journal*, Vol. 10/ 3, 175 - 203. (in Arabic).
24. Zamoum, K. (2004). La chaîne Algerian TV : Support communautaire ou choix médiatique pour les Algériens émigrés en France, *Revue Algérienne de Communication*, Département of Information and Communication Sciences, University of Algiers. Vol. 18(1), 29-44. (in French).
<http://193.194.91.150:8080/en/article/81210>

Publications: Book

1. Zamoum, K. (2009). *Research methodology for the media*, Gulf Studies Center Sharjah: UAE. (in Arabic).
2. Zamoum, K. & Boumaiza, S. (2007). *Interactive radio*. Published Arab States Broadcasting Union: Tunis. (in Arabic).
At: http://www.asbu.net/asbutext/pdf/etude/etude_2007_07.pdf
3. Zamoum, K. (2006). *The Social marketing: Theory and practice*. University Book House: Sharjah: UAE. 200 p. (in Arabic).
4. Zamoum, K. (2004). *Sociology of communication*, Continental Edition: Montreal, Canada, (in French).
5. Zamoum, K. (2003). *Media, immigration and communication strategies in France*. Presses Universitaires du Septentrion : France. (in French).
[zamoumkhaledhttp://www.anrtheses.com.fr](http://www.anrtheses.com.fr)
http://www.anrtheses.com.fr/ThesesCarte/SCat_651.htm

Refereed Conference Papers

1. Zamoum, K. **April 13-12, 2021: “The Use of Social Marketing Campaigns to Raise Awareness of COVID-19 Risks: A Methodological Approach”**. The

Sixth International Conference entitled: Contemporary Research Trends for the Humanities in the Light of Corona Pandemic. Jadara University, Jordan. (In Arabic).

2. Zamoum, K. **April 30, 2021:** Attend a forum entitled: **Rethinking Participation in the Digital Age of Communication for Development and Social Change**. Global Network Forum: Canadian and European universities.
3. Zamoum, K. **April 20-22, 2020:** “**Minorities, Immigrants and Media in France**”. 3rd. International Conference entitled: Informatics, Communication & Media Studies. Aydın Adnan Menderes University, Faculty of Communication, Turkey & University of the Aegean, Greece. E-Book ISBN: 978-625-400-046-1. At: <http://www.cicms2020.com>
4. Zamoum, K. & T. Serra Gorpe. **Jun 26-28, 2019:** “**The Emergence and Development of Teaching Public Relations in the United Arab Emirates: An in-depth look**”. The International History PR Conference 2019. The Faculty of Media & Communication, Bournemouth University, UK. At: <https://microsites.bournemouth.ac.uk/historyofpr/>
5. Zamoum, K. **Jan. 23-24, 2019:** “**The Role of the Internet in the Development of Cultural Knowledge among Students of the University of Sharjah**”. Cross-Cultural Communication Conference 2019, College of Communication & Media Sciences (Zayed University,) Abu Dhabi. (In Arabic).
6. Zamoum, K. & T. Serra Gorpe. **November 13- 15, 2018:** “**Corporate Social Responsibility in the United Arab Emirates: Principles and Communication Strategy**”. American University in the Emirates International Research Conference “Sustainable Development and Social Responsibility”. Dubai.
7. K. Zamoum & T. Serra Gorpe. **April 25-28, 2018:** “**The Role of Media in Construction of European Immigrant Representation**”. 16th International Symposium Communication in the Millennium. Anadolu University, the University of Texas at AUSTIN & Istanbul University. Istanbul. At: <https://www.cimsymposium.org/>
E-Book ISBN: 978-605-83703-5-7. At: <https://www.dropbox.com/sh/8krkza7k0891ngh/AAAIU9HF8ncr5SMkBKMUvQPZa?dl=0>
8. K. Zamoum & T. Serra Gorpe. **September 21-23, 2017,** “**Corporate Social Responsibility in the Emirati Vision Strategy for Year 2021**”. CSR Communication Conference 2017, University of Vienna, Austria.
9. Khaled Zamoum & T. Serra Gorpe. **June 6-9, 2017,** “**CSR Communication of UAE Companies who have the Dubai Chamber Corporate Responsibility Label and the Impact of CSR on the Organization’s Corporate**

- Communication**". Corporate Communication 2017, Corporate Communication International (CCI), Baruck College / City University of New York, USA.
10. K. Zamoum .September 1-3, 2016, **"Media Coverage of the Issues of Immigrants in France: An Empirical Study"**. Fourth International Conference: Dislocations Cultural Conflicts, Center for Culture and Cultural Studies. Skopje, Macedonia.
 11. K. Zamoum. April 14-15, 2016, **"The Protection of Child from Commercial Advertising in the UAE law of 2014"**. Mass Media Ethics Conference 2016. University of Sharjah, UAE. (In Arabic).
 12. K. Zamoum. November 22-24, 2013, **"Transparence et Stratégie de Communication Publique de la Ligue des États Arabes"**. Seventh Annual Conference of the Global Communication Association: **The Communication Galaxy: Discoveries, Boundaries, and Opportunities**. Saint-Paul University, Ottawa, Canada. At: <http://www.ustpaul.ca/gca2013>
 13. K. Zamoum. May 2013, **"Use of Information Technology in Social Marketing Campaigns: An Empirical Study on Ghiras's Campaigns"**. Media and Public Relations Conference 2013. Saudi Association for Public Relations & Advertisement and Riyadh University. Saudi Arabia.
 14. K. Zamoum. Oct. 2012 : **"Stratégie de Communication d'Al Jazeera vis-a-vis du Printemps Arabe "**. Publics et Pratiques Médiatiques Conference, University of Metz, France. At : ocs.univ-metz.fr/index.php/EUTIC12/EUTIC.../rt/.../0
 15. K. Zamoum .Nov. 2011, **"The Virtual Communicative Organizations"**. International conference on **Communication and the Transformation of Organizations**. Université Libre de Bruxelles, Belgium. At: <http://orga.ulb.ac.be/>
 16. K. Zamoum, Dec. 2010: **"Crisis Management in the Curricula of Colleges and Departments of Mass Media and Communication: Comparative Study"**. Media and Crises Conference. University of Sharjah, UAE.
 17. K. Zamoum, Oct. 2010, **"Virtual Community: Issues of Social and Economic Development in the Arab World"**. Culture & Communication Conference. Philadelphia University. Jordan. At: <http://www.philadelphia.edu.jo/arts/15th/abstract.htm>
 18. K. Zamoum, Nov. 2009: **"Cyber Society in the Arab World"**. Fourteenth Annual AUSACE International Conference: Innovative Media in a Changing Middle East. The American University in Cairo, Egypt.
 - a. At: <http://www1.aucegypt.edu/conferences/ausace/schedule.html>
 19. K. Zamoum, Nov. 2008: **"Social Change and the Social Marketing Campaigns in the Arab World"**. Best Communication Practices in an Interconnected Word Conference, the Arab-US Association for Communication Educators, Virginia Commonwealth University. USA. (Top paper award).
 - a. At: <http://www.ausace2008.vcu.edu/schedule.html>
 20. K. Zamoum: Oct. 2008: **"The Information Society in the UAE"**. **Globalization and Media in the Middle East Conference**. Global Communication Association (GCA), Sultan Qabos University. Oman. At: <http://blogs.calumet.purdue.edu/gca/files/2008/10/english-program.pdf>

21. K. Zamoum, **Oct. 2007: "Dubai e-Government Experience Study, Application on a Sample from Dubai e-Government Website Users"**. Communication at the Cross- road of Globalization Conference. The Arab – US Association for Communication Educators, Zayed University. Dubai, UAE. At: <http://www.zu.ac.ae/ausace/html/program.html>
 22. K. Zamoum: **May 2007: " The Cultural Values Embodied in the MBC Channel Programs: Analytical Study"**. How to Deal with the Satellite Channels Symposium. Sharjah.
 23. K. Zamoum, **May 2004: "Ethics, Information and Promotion"**. Ethics & Advertising Symposium. Ajman University, UAE.
 24. K. Zamoum, **Nov. 2002: "Information Society and the Challenges of the Twenty-first Century"**. Information Society Symposium. Ajman University.
 25. K. Zamoum, **May 1999: "North African Media & Globalization"**. The Global Media Annual symposium. Association of the University of Paris II, France.
- **Research Interest:** Communication and PR in general with an emphasis on Social Change, Social Marketing Campaigns, Crisis Management, CSR.
 - **2010 – Present:** Supervision of Master Thesis and Participation in Panel Discussion, UOS.

Faculty Development Program

- **Sept. 15, 2021:** Attend a workshop on: **SciVal for UOS**. Knowledge E. Elsevier.
- **August 31st, 2021:** **Hybrid-Flexible (HyFlex) Instruction Supporting Student Success in Challenging Times and Beyond**, by Prof. Brian Beatty. UOS.
- **Jun 15, 2021:** Attend a workshop on: **Writing engaging and relevant case studies**. Emerald- KCC webinar series.
- **March 1, 2021:** Attend a workshop on: **Ph.D. Programs at UOS: from Admission to Graduation**. College of Graduate Studies. UOS.
- **Feb 22, 2021:** Attend a workshop on: **Step-by-Step Guide on How to Prepare a Successful Paper**. Springer Nature.
- **Feb. 17, 2021:** Attend a workshop on: **APA Documentation & Citation Style**. College of Arts, Humanities & Social Sciences. UOS.
- **Jan 12, 2021.** Attend a workshop on: **Higher Education Institutions in the Time of Covid-19: Challenges, Coping Strategies & Opportunities for Transformation**. Institute of Leadership in Higher Education. UOS.
- **Oct 13, 2020:** Attend a workshop on: **Ethics in Humanities & Social- Sciences**. Research Institute of Humanities & Social- Sciences. UOS.

- **13 Oct 2020:** Attend a workshop on: **Successful Online Exams: The Faculty Perspectives**. Institute of Leadership in Higher Education. UOS.
- **July 13, 2020:** Attend a workshop on: **Introduction to Open Access**. Springer Nature.
- **July 9, 2020:** Attend a workshop on: **Grade Center and Blackboard Collaborate Attendance**. Academic Computing Section, UOS.
- **Jun 18, 2020:** Attend a workshop on: **The 4th Industrial Revolution towards Sustainable & Internet**. Environmental Center for Arab Towns, MCPM & Dubai Municipality, Abu Dhabi.
- **Jun 18, 2020:** Attend a workshop on: **Assignment Tool & Rubrics in Blackboard**. Academic Computing Section, UOS.
- **Jun 18, 2020:** Attend a workshop on: **Building Interactive Course in Blackboard**. Academic Computing Section, UOS.
- **Jun 11, 2020:** Attend a workshop on: **Delivering Live Lectures in Blackboard Collaborate**. Academic Computing Section, UOS.
- **April 12 & 22, 2020:** Attend a workshop on: **Building Online Final Exam & Lock down Browser in Blackboard**. Academic Computing Section, UOS.
- **October 23, 2019:** Attend a workshop on: **Teaching & Supervision for Graduate Students**. College of Graduate Studies. UOS.
- **November 8, 2018:** Attend a workshop on: **Using Technology in Education**. Institute of Leadership in Higher Education. UOS.
- **February 13-15, 2018:** Attend a workshop on: **Distinguished Professor**. Institute of Leadership in Higher Education. UOS.
- **November 22-24, 2017:** Attend a workshop on: **Blended Learning**. Institute of Leadership in Higher Education. UOS.
- **March 6-8, 2017:** Attend a workshop on: **Effective Lecture**. Institute of Leadership in Higher Education. UOS.
- **March 24-25, 2011:** Attend a workshop on: **Team-Based Learning (TBL) in higher education**. Institute of Leadership in Higher Education. UOS.
- **October 2008:** Attend a workshop on: **Blackboard**. UOS.

Member of Organizations

- **2020- Present:** Editorial board, Journal of Social Studies and Humanities. At: <https://gudapuris.com/journal-of-social-studies-and-humanities-editorial-board.php>
- **2020- Present:** Editorial board, Algerian Journal of Political Science and International Relations. University of Algeria. At: <https://www.asjp.cerist.dz/en/PresentationRevue/585>
- **2019- Present:** International Advisory Board / Journal of International Education Learning. At: <https://jjielnet.com/advisary-board.html>
- **2017- Present:** Editorial board member of Journal Advertising & Public Relations. At: <http://www.sryahwapublications.com/journal-of-advertising-and-public-relations/editorial-board>

- *2016- Present:* Membership in Sharjah Press Club. UAE
- *2009- Present:* Editorial board member of Journal of Community & Environmental Studies (JCES). At: <http://jces.sohag-univ.edu.eg>
- *April 2006 – Present:* Researcher & Consultant in Communication, Arab States Broadcasting Union (ASBU). At: [http://www.asbu.net/cgi-bin/wwwi32.exe/\[in=C%3a/sources/appli/asbexp](http://www.asbu.net/cgi-bin/wwwi32.exe/[in=C%3a/sources/appli/asbexp)
- *2010- Present:* Membership in European Interdisciplinary Research on Issues & Uses of Information and Communication Technologies EUTIC. At: <http://www.eutic.eu/>
- *2010- Present:* Reviewed papers for proceedings publication: Al-Bahith Al-Aalami (University of Bagdad), Journal of Social Affairs; Arabian Journal of Media and Communication & Journal Advertising and Public Relations Revue, Communication (University of Quebec).

Membership of Committees – University of Sharjah

1. *Sept. 2009 to 2018:* Board Member of the College of Communication.
2. *Sept. 2017 to 2019:* Member of the Central Study Plans & Curricula Committee.
3. *Sept. 2010 to 2017:* Member of the Center for Continuing Education and Professional Development; Member of the Student Affairs Committee & Cultural Committee.

Contributions to Academic Program Launch & Development

1. *2008 to date:* Department of Public Relations, UOS, (Prepared the Course Description for Academic Accreditation).
2. *2002 – 2008:* Faculty of Information, Mass Communication and Humanities, Ajman University, (Academic Accreditation).
3. *1993 – 1996:* The European Center of Communication and Intercultural Formation, Paris, France.

Community Works and Services

- [Internship Program](#)

1. *Jan. 28, 2021,* Workshop: The ethics of photojournalism, Al Khaleej Journal, UAE.
2. *Feb. 2, 2020,* Workshop: How to plan and organize a sports event. Center for Continuing Education & Professional Development.
3. *Oct. 26, 2019,* Workshop: How to write a press release, Al Khaleej Journal, UAE.

4. **Oct. 3, 2019**, Leadership Formation: Crisis Management & Customer Satisfaction. Center for Continuing Education & Professional Development (CCEPD) & Sharjah Human Resources.
5. **Sept. 19-22, 2019**, Leadership Formation: Public Speaking Skills. (CCEPD) & Sharjah Human Resources.
6. **Jan. 29-30, 2019**, Leadership Formation: Public Speaking Skills. (CCEPD) & Sharjah Human Resources.
7. **Jan. 22-21, 2019**, Workshop: Public Relations Campaigns, Sharjah Government Media Bureau & CCEPD.
8. **Dec. 15, 2018**, Workshop: News Report. Al Khaleej Journal.
9. **February 7-8, 2018**, Leadership Formation: Public Speaking Skills. Center for Continuing Education & Professional Development (CCEPD) & Sharjah Human Resources.
10. **October 10, 2017**, Workshop: Semiology Analysis of Photojournalism. Al Khaleej Journal.
11. **January 23-25, 2017**, *Public Speaking Skills*. CCEPD, Sharjah, UAE.
12. **November 12, 2016**, *Workshop: Press Conference & Public Speaking Skills*, Al Khaleej Journal.
13. **October 19-21, 2016**, *Public Speaking Skills*. CCEPD, UOS.
14. **March 22, 2015**, *Workshop: How to Organize a Successful Press Conference*. Al Khaleej Journal.
15. **October 12-14, 2015**, *Public Speaking Skills*. CCEPD, UOS.
16. **Dec. 27 - 30, 2014**, *How to Build Your Company's Image*. CCEPD, UOS.
17. **May 27, 2014**, *Conference Planning*, CCEPD, UOS.
18. **Dec. 7, 2013**, *Workshop: Crisis Communication Management*, Al Khaleej Journal.
19. **May 12, 2013**, *Workshop: Public Relations Campaigns*, CCEPD, UOS.
20. **Dec. 29, 2012**, *Workshop: Media & Semantic*, Al Khaleej Journal.
21. **March 9, 2010**, *Public Relations Campaigns*, CCEPD, UOS.
22. **January 10, 2009**, *Communication Research Method*, Al Khaleej Journal.
23. **April 5, 2008**, *Workshop: Semiology*, Al Khaleej.
24. **September 16, 2006**, *Public Relations: "Social Marketing Campaigns"*, Training Center and Continuing Education, UAE.
25. **May 17, 2006**, *Advertising*, Training Center and Continuing Education, UAE.
26. **May 18, 2006**, *The Management of Advertising Organizations*, Training Center and Continuing Education, UAE.
27. **January 24, to January 29, 2004**, *The Organizational Communication*, Shield Foundation, Abu Dhabi, UAE.
28. **December 2002**, *Communication Skills*, Al Qassimi Hospital, the Ministry of Health, Sharjah.

- [Conferences and Symposiums](#)

Conferences Committees member: "Media & Ethics" (April, 2014) UOS; "Media and Crises: Stakes and Challenges" (Dec. 2010) UOS; "Ethics, Information and Promotion" (May, 2006) Ajman University; "Information Society" (April, 2002) Ajman University.

Consulting in the Area of Mass Communication and Public Relations

1. **December 2008:** Contributed as an adviser for the Department of Public Relations and Information, Ministry of Social Affairs, UAE.
2. **September 2007:** Evaluation of ten media studies in the United Arab Emirates, for the Arab Broadcasting Union, Tunis.
3. **October 2007:** Critical and Analytical Study of the Dramatic Series "Azhar", for the Arab Broadcasting Union, Tunis.
4. **October 2007:** Participation in a study group on the theme: "The Phenomenon of Reality Television and its Extension to the Arab World: Empirical Study", for the Arab Broadcasting Union, Tunis.
5. **May 2006:** Supervision of a study (Said Boumaiza, member) on the theme: "Interactive Radio ", for the Arab States Broadcasting Union.Tunis.
6. **April 7, 2004 to May 29, 2004:** Consulting for the Completion of Newspaper, Information Section, Culture & Information Department, Chairman Office. Emirate of Ajman, UAE.
7. **March 30, 2004 to April 21, 2004:** Consulting on the use of electronic media techniques (On line PR), Public Relations Department, Ports and Customs and Free Zone Corporation, Dubai, UAE.

Awards & Certificates of Appreciation

1. **April 25-28, 2018:** Best Abstract in the 16th International Symposium Communication in the Millennium. Anadolu University, the University of Texas at AUSTIN & Istanbul University. Istanbul.
At: <https://www.dropbox.com/The+Best+Abstract+Submission+Awards.pdf>
2. **November 17, 2008:** Excellence Award by the Arab-US Association for Communication Educators, for providing the best study in the 13th Annual Conference organized by the Assembly, Virginia Commonwealth University, Richmond, USA. At: <http://www.ausace2008.vcu.edu>
3. **May 2004:** Certificate of Appreciation from H. H., Sheikh Abdel Aziz Ben Humaid Al Nuaimi, Culture & Information Department, Chairman Office, UAE.
4. **June 2004:** Certificate of Appreciation from Mr. Abdullah Harib, the Director of Public Relations, Promotions and Exhibitions Department, Ports and Customs and Free Zone Corporation, Dubai, UAE.

5. **June 2007:** Prize for best supervisor of the graduation project, titled: "Advertising Campaign", Information and Training Council, Ajman University.